

# AgNews

**DELAWARE DEPARTMENT OF AGRICULTURE**  
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To: Newsroom Directors and Assignment Editors

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## Smart phone is a Smart way to find *Delaware Fresh Produce* – [apps.delaware.gov](http://apps.delaware.gov)

*DDA and GIC unveil Delaware Fresh mobile app for finding Delaware on-farm and farmers' markets*  
Out and about, looking for some delicious fresh Delaware produce? Have a sudden yen for just picked produce: vine ripened tomatoes, crisp cucumbers, succulent peaches, delicious sweet corn, and juicy watermelons? Or maybe a freshly baked apple pie? No fear, help is near – [apps.delaware.gov](http://apps.delaware.gov)! The Delaware Department of Agriculture (DDA) and the Government Information Center (GIC) recently released a new mobile application for locating *Delaware Fresh* produce at all on-farm and farmers markets in the First State. The app is FREE to iPhone users and is available at <http://www.apple.com/iphone/apps-for-iphone/>.



The app provides:

- A Map of Market Locations
- Market Name
- Address
- Phone Number
- Email and/or Website (if available)
- Description of Available Items
- Hours of Operation

Ed Kee, Delaware Secretary of Agriculture said, “This app is a great way to connect today’s generation of technology smart consumers with the best that Delaware has to offer. Thank you GIC.”

Jeffrey Bullock, Delaware Secretary of State, said, “Our goal in the development of e-government solutions is to serve the citizens and businesses of Delaware more efficiently and effectively using widely available technology. Mobile apps such as *Delaware Fresh* are just one of the ways we can do that.”

Information about the markets is provided and updated by DDA. The GIC, which is an agency of the Delaware Department of State, will refresh data on the *Delaware Fresh* app as needed.



The advertisement features a red background with vertical wood-grain patterns. The text "Delaware Fresh" is written in a large, white, stylized font. To the right of the text are illustrations of a corn cob and a watermelon. A white banner at the bottom contains the text "Get the iPhone App" and "Find 80+ farm stands and markets in Delaware on your iPhone. Downloading is easy and free." Below this is a QR code and a URL: "Visit <http://apps.delaware.gov> or use the QR code." At the very bottom, there is a small text line: "The Delaware Fresh iPhone App is brought to you by the Delaware Department of Agriculture in association with the Delaware Government Information Center." and logos for "Delaware Department of Agriculture" and "gic".

# Delaware Fresh

Get the iPhone App

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